

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:	Yuval Simha LANDSCHAFT	Confirmation No.: 9282
Application No:	10/511,463	Group Art Unit: 1654
Filing Date:	October 14, 2004	Examiner: MOHAMED, Abdel A.
Title:	<b>PLATFORM FOR TRANSDERMAL FORMULATIONS (PTF)</b>	Attorney Docket No.: 15872.212

**POWER OF ATTORNEY, REVOCATION OF PRIOR POWERS  
AND CHANGE OF CORRESPONDENCE ADDRESS**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir,

HOLDEN DEVELOPMENT LTD. is the Assignee of the above-captioned application pursuant to the Assignment recorded on October 14, 2004 at Reel 016204, Frame 0027.

The undersigned is an Officer of the Company and is authorized to sign this submission on behalf of the Assignee.

In accordance with 37 C.F.R. § 3.73 Assignee hereby appoints as the attorneys of record and grants the sole power of attorney, with full power of substitution and revocation, for this application, and for all transactions with the U.S. Patent and Trademark Office in connection therewith, to Rodney J. Fuller (Reg. No. 46,714), Susan Stone Rosenfield (Reg. No. 36,287) and Matthew C. Seaton (Reg. No. 65,701)

Please send all future correspondence and telephone inquiries to Mr. Fuller at:

FENNEMORE CRAIG  
Customer No. 27887  
3003 N. Central Avenue, Suite 2600  
Phoenix, Arizona 85012  
Tel: (602) 916-5404  
Fax (602) 916-5604

Respectfully submitted,

HOLDEN DEVELOPMENT LTD.

Dated: 12 FEB, 2010

By: YIGAL FATRAN  
Name: \_\_\_\_\_  
Title: C.O.O.

2282075.1/15872.212

C:\Documents and Settings\camelio\Local Settings\Temporary Internet Files\OLK\APHX-2282075-v1-15872 -- POA.DOC